



PALO VERDE COMMUNITY COLLEGE DISTRICT

DIRECTOR OF MARKETING AND ADVANCEMENT SERVICES

NATURE OF THE POSITION

Under the supervision of the Assistant Superintendent/Vice President of Administrative Services and College Advancement, or designee, the Director of Marketing and Advancement Services directs advertising and branding campaigns, web content marketing, social media, publications, and newsletters; develops targeted internal and external marketing communication materials to support the District's enrollment objectives and enhance community engagement. Provides news, information, images, and talking points to promote the District's program, events, faculty expertise, and student achievements. The Director of Marketing and Advancement Services supports the Palo Verde College Foundation by fostering college advancement, strengthening alumni relations, and assisting in development and implementation an integrated fund-raising approach to support the district. The Director of Marketing and Advancement Services supports District-wide initiatives to promote education through an equity mindset and the integration of inclusive, culturally competent practices across the institution.

REPRESENTATIVE DUTIES AND RESPONSIBILITIES

1. Develops and executes a comprehensive marketing, branding, and communications strategy that enhances the District's community engagement and visibility.
2. Creates and maintains a branding guide for the District, ensuring consistency across all materials and platforms.
3. Develops and coordinates marketing campaigns for social media, print, and digital platforms to engage students, staff, faculty, alumni, and community members.
4. Serves as the official photographer and videographer of the District, capturing and curating content for marketing materials, events, and social media.
5. Oversees and manages the District' digital content strategy, social media, etc. to increase engagement and outreach.
6. Tracks, analyzes, and reports on the effectiveness of marketing and communication strategies to guide continuous improvement.
7. Collaborates with academic leadership to create targeted marketing plans for each academic division, supporting enrollment growth and program awareness. This includes working with the athletic department to enhance sports coverage.
8. Develops and implements effective internal communication strategies to keep employees informed and engaged.
9. Develops and implements crisis communication plans to effectively respond to emergencies and reputational risks.
10. Manages crisis communication response efforts, coordinating with key stakeholders and media.
11. Maintains awareness and currency of situations and conditions of special interest to the Superintendent/President; exercises independent judgement concerning matters requiring immediate attention.

12. Assures compliance with all pertinent laws, regulations, and guidelines.
13. Promotes collaborative decision-making to enhance innovation and meet student needs.
14. Supports, and promotes compliance with the District's Equal Employment Opportunity (EEO) Plan in all aspects of employment and education; champions diversity in staffing and curriculum to foster an inclusive educational environment; supports District efforts to increase campus-wide commitment to diversity.
15. Conducts comprehensive fundraising programs among alumni, the community, Foundation, and corporate donors. Ensures the growth of various major donor categories.
16. Serves as an Ex-Officio member of the Foundation, providing strategic support to achieve initiatives.
17. Provides written reports as necessary for the Foundation Board and committees.
18. Supervises Foundation-based publications, including fundraising brochures, annual reports, and website.
19. Provides new Foundation Director orientation and training.
20. Develops and maintains a donor database and donor recognition plan and monitor the processing of all gifts to assure that all pledges and payments are managed and acknowledged accurately.
21. Oversees distribution of scholarship funds selected by the Scholarship Committee.
22. Serves as lead for online scholarship platform; coordinates and trains new users on software; maintains scholarship website with current documentation and ensure all users are within compliance.
23. Trains, supervises and evaluates the performance of assigned personnel and student workers; interviews and selects employees and recommend transfers, reassignment, termination and disciplinary actions; develops work schedules to ensure appropriate staffing levels.
24. Develops and prepares the annual preliminary budget for the division; analyzes and reviews budgetary and financial data; controls and authorizes expenditures in accordance with established limitations.
25. Develops, prepares, and maintains a variety of detailed reports, records, and files.
26. Learns and applies emerging technologies; maintains an understanding of current ideas, research and practices pertaining to the areas of responsibility through continues study and participation in professional organizations.
27. Attends and conducts a variety of meetings and trainings as assigned; serves on various committees as assigned.
28. Creates a welcoming and inclusive work and educational environment; implements, supports, initiates, and participates in activities to increase the diversity, equity, and promotes a culture of inclusiveness, respect, and belonging; serves as an advocate of diversity, equity, inclusion, accessibility, and culture.
29. Performs other related duties as assigned.

KNOWLEDGE AND ABILITIES

KNOWLEDGE OF:

1. Theories, principles, practices and techniques of public relations, marketing, branding, and advertising applicable to a community college.
2. Principles and techniques for the design, content, layout, and production of marketing and public relations materials including uses of industry-standard graphic design software.
3. Principles of conflict resolution and crisis management as they apply to assigned areas of responsibility.

4. District, State and Federal standards and requirements and all regulations and policies for areas of responsibility.
5. Research methods and analysis techniques.
6. Advanced human relations skill to adapt to diverse personalities and styles, establish harmony and cooperation with work teams inside and outside the District, facilitate group discussions, make formal presentations, apply strategy in discussions
7. Information technology and support of the fundamental changes that are emerging with expanded use of technologies in the educational environment.
8. Management best practices, including planning, motivating, evaluating, and maintaining clear records and communication.
9. Policies and objectives of assigned program and activities.
10. Administration, supervision, training, and budget management.
11. Applicable computer operations, assigned software, and data entry devices.
12. Budget preparation, fiscal management, and resource allocation to align financial planning and reporting with educational program goals.

ABILITY TO:

1. Plan and direct strategic communications, marketing, and public relations activities in a community college, applying sound research and analytical techniques in the collection, summarization, and analysis of information for media distribution and presentations.
2. Represent the District effectively to community groups, businesses, and cultural organizations in public settings and with media representatives on various issues.
3. Identify the characteristics of diverse target audiences and determine the most effective communication techniques for reaching and motivating these groups for maximum support of District programs, services, and activities.
4. Use graphic design software for marketing materials
5. Coordinate resources, staff, and information to optimize the effectiveness of services and programs, while also engaging in educational planning and development.
6. Train, supervise, and evaluate performance of assigned personnel, fostering a collaborative environment that supports diversity and strong community relations.
7. Communicate effectively with all members of the educational community, employing consensus-building skills to facilitate program improvements and student support.
8. Assist with planning and program development in accordance with the missions, goals and objectives of the District.
9. Develop effective partnerships between the Foundation and community and industry leaders
10. Analyze situations accurately and adopt effective courses of action.
11. Organize, set priorities, and exercise expert, independent judgment within areas of responsibility.
12. Develop and maintain an inclusive work environment that fosters diversity, respect, and engagement.
13. Communicate effectively both orally and in writing with students, faculty, personnel and outside agencies and representatives and relate well to the district community and students.

MINIMUM QUALIFICATIONS

1. A Bachelors Degree in a related field from an accredited college or university or the equivalent.

2. Three (3) year of increasingly responsible experience in journalism, marketing, communications, media relations, or related field
3. Exemplary written, oral, and personal communication skills.
4. Proficiency in office software and graphic design software.
5. Demonstrated sensitivity to and understanding of the diverse academic, ethnic, racial, age, national origin, religious, gender, gender identity, sexual orientation, disability, and socio-economic backgrounds of students, faculty, administrators, and personnel.

LICENSES, CERTIFICATIONS, AND OTHER REQUIREMENTS

1. Hold and maintain a valid driver's license.

PREFERRED QUALIFICATIONS

1. Masters degree or higher from an accredited institution
2. Experience within the California Community College system.
3. Experience with donor relations or charitable fundraising
4. Demonstrated record of successful, creative fundraising projects.
5. Experience in community relations, public affairs, or public information.

PHYSICAL DEMANDS AND WORK ENVIRONMENT

1. The physical demands and work environment are typical of an administrative job in an office environment and in the field, capturing content and engaging with stakeholders.
2. The incumbent must be able to perform the essential functions of the job, with or without reasonable accommodation.
3. This position requires attendance at community events, campus activities, and occasional evening/weekend assignments.
4. This position may conduct routine visits to all serviced locations, including California Department of Corrections and Rehabilitation (CDCR) facilities, Palo Verde College's Needles Center, and local high school districts offering dual enrollment classes.

CLASSIFICATION/SALARY

1. This is a Classified Management position.
2. Row 5 of the District's Administrator/Management/Confidential salary schedule with placement appropriate to experience.
3. The district offers an attractive package of fringe benefits including medical, prescription, dental, vision and life insurance.

PALO VERDE COMMUNITY COLLEGE DISTRICT

Pursuant to Title IX of the Education Amendments of 1972, Title VII of the Civil Rights Act of 1964, Section 504 of the Rehabilitation Act of 1973, and amendments and other laws, orders, and regulations governing discrimination, the Palo Verde Community College District is an equal opportunity employer. The policy of the District is to encourage applications from ethnic and racial minorities, women, persons with disabilities, and Vietnam-era veterans. No person shall be denied employment because of ethnicity or race, color, sex, age, religion, marital status, disability, gender identity, sexual orientation, national origin, medical conditions, status as a Vietnam-era veteran, ancestry, or political or organizational affiliation.